

1 of 4

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. T&R

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	TU	9A-10A	THE DOCTORS	:30	\$650.00	10/30-10/30	1	1	1	\$650.00	
	Rating: 2.3											
	2	W	9A-10A	THE DOCTORS	:30	\$650.00	10/31-10/31	1	1	1	\$650.00	
	Rating: 2.3											
	3	TH	9A-10A	THE DOCTORS	:30	\$650.00	11/01-11/01	1	1	1	\$650.00	
	Rating: 2.3											
	4	F	9A-10A	THE DOCTORS	:30	\$650.00	11/02-11/02	1	1	1	\$650.00	
	Rating: 2.3											
	5	M	9A-10A	THE DOCTORS	:30	\$650.00	11/05-11/05	1	1	1	\$650.00	
	Rating: 2.3											
	6	TU	530P-6P	12 LOCAL NEWS	:30	\$2,400.00	10/30-10/30	1	1	1	\$2,400.00	
	Rating: 7.5											
	7	W	530P-6P	12 LOCAL NEWS	:30	\$2,400.00	10/31-10/31	1	1	1	\$2,400.00	
	Rating: 7.5											
	8	TH	530P-6P	12 LOCAL NEWS	:30	\$2,400.00	11/01-11/01	1	1	1	\$2,400.00	
	Rating: 7.5											

Traffic Order#

Printed: 10/25/2012 4:07 PM  
Last Received: 10/25/2012 3:44 PM  
Showing Buylines: All Lines

2 of 4

<b>Station</b>	WKRC-TV CINCINNATI, OH
<b>Advertiser</b>	( ) POLITICAL ISSUE GROU
<b>Product</b>	American Crossroads
<b>Estimate#</b>	1274
<b>Buyer</b>	Noelle Ramsey
<b>Phone#</b>	
<b>Fax#</b>	

Agency ( ) CROSSROADS MEDIA LLC  
66 CANAL CENTER PLAZA, SUITE 555  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 11/27/1274  
Flight Dates 10/30/2012 - 11/05/2012  
Hiatus Weeks

**Rep Firm**  
**Sales Office** ( ) WASHINGTON  
**Salesperson** ( ) ALEXANDRA BRADLEY

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	9	F	530P-6P	12 LOCAL NEWS	:30	\$2,400.00	11/02-11/02	1	P1	1	\$2,400.00	
Rating: 7.5												
	10	M	530P-6P	12 LOCAL NEWS	:30	\$2,400.00	11/05-11/05	1		1	\$2,400.00	
Rating: 7.5												
	11	TU	7A-730A	THE EARLY SHOW	:30	\$950.00	10/30-10/30	1	P1	1	\$950.00	
Rating: 2.8												
	12	W	7A-730A	THE EARLY SHOW	:30	\$950.00	10/31-10/31	1		1	\$950.00	
Rating: 2.8												
	13	TH	7A-730A	THE EARLY SHOW	:30	\$950.00	11/01-11/01	1		1	\$950.00	
Rating: 2.8												
	14	F	7A-730A	THE EARLY SHOW	:30	\$950.00	11/02-11/02	1		1	\$950.00	
Rating: 2.8												
	15	M	7A-730A	THE EARLY SHOW	:30	\$950.00	11/05-11/05	1		1	\$950.00	
Rating: 2.8												
	16	TU	6P-630P	12 NEWS AT 6P	:30	\$2,800.00	10/30-10/30	1	P2	1	\$2,800.00	
Rating: 8.2												
	17	W	6P-630P	12 NEWS AT 6P	:30	\$2,800.00	10/31-10/31	1		1	\$2,800.00	
Rating: 8.2												
	18	TH	6P-630P	12 NEWS AT 6P	:30	\$2,800.00	11/01-11/01	1		1	\$2,800.00	
Rating: 8.2												
	19	F	6P-630P	12 NEWS AT 6P	:30	\$2,800.00	11/02-11/02	1		1	\$2,800.00	
Rating: 8.2												

Rep Order# 9852407 Ver# 1 Status New  
EC'd No

Traffic Order#

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Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL ISSUE GROU  
Product American Crossroads  
Estimate# 1274  
Buyer Noelle Ramsey  
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66 CANAL CENTER PLAZA, SUITE 555  
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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	20	M	6P-630P	12 NEWS AT 6P	:30	\$2,800.00	11/05-11/05	1 P2	1	1	\$2,800.00	
Rating: 8.2												
	21	TU	11P-1135P	12 NEWS AT 11P	:30	\$3,200.00	10/30-10/30	1 P2	1	1	\$3,200.00	
Rating: 8.6												
	22	W	11P-1135P	12 NEWS AT 11P	:30	\$3,200.00	10/31-10/31	1	1	1	\$3,200.00	
Rating: 8.6												
	23	TH	11P-1135P	12 NEWS AT 11P	:30	\$3,200.00	11/01-11/01	1	1	1	\$3,200.00	
Rating: 8.6												
	24	F	11P-1135P	12 NEWS AT 11P	:30	\$3,200.00	11/02-11/02	1	1	1	\$3,200.00	
Rating: 8.6												
	25	M	11P-1135P	12 NEWS AT 11P	:30	\$3,200.00	11/05-11/05	1	1	1	\$3,200.00	
Rating: 8.6												

---REPORT TOTALS---

Report Totals: 25 / \$50,000.00

---SALES MONTHLY TOTALS---

Nov 12: 25 / \$50,000.00

Sales Totals: 25 / \$50,000.00

Station Totals: 25 / \$50,000.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$125,000	CABL	0%	EKRC	0%	UNKN	60%	WBQC	0%	WCPO	0%
		WKRC	40%	WLWT	0%	WSTR	0%	WXIX	0%		

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Books null  
Demos RA35+



Order / Rev:	68603	Advertiser:	American Crossroads
Alt Order #:	09852407	Product Desc:	American Crossroads
Flight Dates:	10/30/12 - 11/05/12	Estimate:	1274

Local 12 WKRC-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WKRC	11/01/12	11/01/12	M-F 9a-10a M-F 9a-10a	CM	9:00 AM-10:00 AM	---T---	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:	10/29/12	11/04/12		---T---		1			\$650.00	0.00					
E 4	WKRC	11/02/12	11/02/12	M-F 9a-10a M-F 9a-10a	CM	9:00 AM-10:00 AM	----F--	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:	10/29/12	11/04/12		----F--		1			\$650.00	0.00					
E 5	WKRC	11/05/12	11/05/12	M-F 9a-10a M-F 9a-10a	CM	9:00 AM-10:00 AM	M-----	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:	11/05/12	11/11/12		M-----		1			\$650.00	0.00					
E 6	WKRC	10/30/12	10/30/12	5p Local 12 News at Five 5p Local 12 News at Five	CM	5:30 PM-6:00 PM (5:30 PM-6:00 PM)	-T-----	:30	1	\$2,400.00	P-1	0.00	NM	1	\$2,400.00
12 LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:	10/29/12	11/04/12		-T-----		1			\$2,400.00	0.00					
E 7	WKRC	10/31/12	10/31/12	5p Local 12 News at Five 5p Local 12 News at Five	CM	5:30 PM-6:00 PM (5:30 PM-6:00 PM)	--W----	:30	1	\$2,400.00	P-1	0.00	NM	1	\$2,400.00
12 LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:	10/29/12	11/04/12		--W----		1			\$2,400.00	0.00					
E 8	WKRC	11/01/12	11/01/12	5p Local 12 News at Five 5p Local 12 News at Five	CM	5:30 PM-6:00 PM (5:30 PM-6:00 PM)	---T---	:30	1	\$2,400.00	P-1	0.00	NM	1	\$2,400.00
12 LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:	10/29/12	11/04/12		---T---		1			\$2,400.00	0.00					
E 9	WKRC	11/02/12	11/02/12	5p Local 12 News at Five 5p Local 12 News at Five	CM	5:30 PM-6:00 PM (5:30 PM-6:00 PM)	----F--	:30	1	\$2,400.00	P-1	0.00	NM	1	\$2,400.00
12 LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:	10/29/12	11/04/12		----F--		1			\$2,400.00	0.00					
E 10	WKRC	11/05/12	11/05/12	5p Local 12 News at Five 5p Local 12 News at Five	CM	5:30 PM-6:00 PM (5:30 PM-6:00 PM)	M-----	:30	1	\$2,400.00	P-1	0.00	NM	1	\$2,400.00
12 LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:	11/05/12	11/11/12		M-----		1			\$2,400.00	0.00					
E 11	WKRC	10/30/12	10/30/12	CBS This Morning CBS Morning News	CM	7:00 AM-7:30 AM (7:00 AM-7:30 AM)	-T-----	:30	1	\$950.00	P-1	0.00	NM	1	\$950.00
THE EARLY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:	10/29/12	11/04/12		-T-----		1			\$950.00	0.00					
E 12	WKRC	10/31/12	10/31/12	CBS This Morning CBS Morning News	CM	7:00 AM-7:30 AM (7:00 AM-7:30 AM)	--W----	:30	1	\$950.00	P-1	0.00	NM	1	\$950.00
THE EARLY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:	10/29/12	11/04/12		--W----		1			\$950.00	0.00					
E 13	WKRC	11/01/12	11/01/12	CBS This Morning CBS Morning News	CM	7:00 AM-7:30 AM (7:00 AM-7:30 AM)	---T---	:30	1	\$950.00	P-1	0.00	NM	1	\$950.00
THE EARLY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:	10/29/12	11/04/12		---T---		1			\$950.00	0.00					
E 14	WKRC	11/02/12	11/02/12	CBS This Morning CBS Morning News	CM	7:00 AM-7:30 AM (7:00 AM-7:30 AM)	----F--	:30	1	\$950.00	P-1	0.00	NM	1	\$950.00
THE EARLY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:	10/29/12	11/04/12		----F--		1			\$950.00	0.00					
E 15	WKRC	11/05/12	11/05/12	CBS This Morning CBS Morning News	CM	7:00 AM-7:30 AM (7:00 AM-7:30 AM)	M-----	:30	1	\$950.00	P-1	0.00	NM	1	\$950.00

